

## **Amendments to the Claims**

The following listing of claims will replace all prior versions, and listings, of claims in the application.

### **Listing of Claims:**

1. (Previously Presented) A method of creating a computer network-based fundraising campaign for a fundraising organization, the method comprising:
  - collecting at least one background fact about the fundraising organization and the fundraising campaign;
  - providing a home page on a computer network for the fundraising organization;
  - obtaining a list of at least one potential supporter from the fundraising organization;
  - sending at least one solicitation message to the at least one potential supporter; and
  - providing a transactional user interface on the computer network through which the at least one potential supporter can support the fundraising organization.
2. (Original) The method of claim 1, wherein the transactional user interface lists at least one product that the at least one potential supporter can purchase, wherein a percentage of a purchase price is provided to the fundraising organization if the at least one product is purchased by the at least one potential supporter.
3. (Original) The method of claim 2, wherein a purchase of the at least one product is associated with an individual participant.
4. (Original) The method of claim 2, wherein the transactional user interface is personalized for each potential supporter.
5. (Original) The method of claim 1, wherein the transactional user interface allows the at least one potential supporter to make a direct financial contribution to the fundraising organization.
6. (Original) The method of claim 5, wherein the transactional user interface is personalized for each potential supporter.
7. (Original) The method of claim 1, wherein the at least one background fact collected from the fundraising organization includes at least one of:
  - an amount of money that the fundraising organization wants to raise; and

a plan showing how the amount of money will be spent.

8. (Original) The method of claim 1, wherein the at least one background fact appears on the home page.

9. (Original) The method of claim 1, wherein the list of the at least one potential supporter is maintained in a database, the database associating each potential supporter with the fundraising organization.

10. (Original) The method of claim 1, further comprising the step of providing a computer network-based searchable database, wherein the at least one potential supporter can search the database for the home page associated with a particular fundraising organization.

11. (Original) The method of claim 1, further comprising the step of providing an electronic mailbox for each of at least one participant.

12. (Original) The method of claim 1, further comprising the step of providing a password-protected user interface that is accessible only to a campaign manager from the fundraising organization.

13. (Original) The method of claim 12, wherein the password-protected user interface contains at least one fact about the at least one type of product that has been sold by at least one participant.

14. (Original) The method of claim 1, further comprising the step of providing at least one reward incentive for at least one participant.

15. (Original) The method of claim 1, further comprising the step of encouraging the at least one potential supporter to send at least one solicitation message to at least one other potential supporter.

16. (Previously Presented) A method of creating a computer network-based fundraising campaign for a fundraising organization, the method comprising:

creating a home page on a computer network for the fundraising organization based on a previous home page from a previous fundraising campaign;

retrieving a list of at least one potential supporter from a database, wherein the at least one potential supporter is associated with the fundraising organization;

sending at least one solicitation message to the at least one potential supporter; and  
providing a transactional user interface through which the at least one potential supporter can support the fundraising organization.

17. (Previously Presented) An apparatus for creating a computer network-based fundraising campaign for a fundraising organization, comprising:

a memory, the memory adapted to store a program code; and  
a processor in communication with the memory, the program code capable of programming the processor to perform a method for creating a computer network-based fundraising campaign for a fundraising organization, the method comprising the steps of:  
collecting at least one background fact about the fundraising organization and the fundraising campaign;  
providing a home page on a computer network for the fundraising organization;  
obtaining a list of at least one potential supporter from the fundraising organization;  
sending at least one solicitation message to the at least one potential supporter;  
and  
providing a transactional user interface on the computer network through which the at least one potential supporter can support the fundraising organization.

18. (Original) The apparatus of claim 17, wherein the transactional user interface lists at least one product that the at least one potential supporter can purchase, wherein a percentage of a purchase price is provided to the fundraising organization if the at least one product is purchased by the at least one potential supporter.

19. (Original) The apparatus of claim 18, wherein a purchase of the at least one product is associated with an individual participant.

20. (Original) The apparatus of claim 18, wherein the transactional user interface is personalized for each potential supporter.

21. (Original) The apparatus of claim 17, wherein the transactional user interface allows the at least one potential supporter to make a direct financial contribution to the fundraising organization.

22. (Original) The apparatus of claim 20, wherein the transactional user interface is personalized for each potential supporter.
23. (Original) The apparatus of claim 17, wherein the at least one background fact collected from the fundraising organization includes at least one of:
- an amount of money that the fundraising organization wants to raise; and
  - a plan showing how the amount of money will be spent.
24. (Original) The apparatus of claim 17, wherein the at least one background fact appears on the home page.
25. (Original) The apparatus of claim 17, wherein the list of the at least one potential supporter is maintained in a database, the database associating each potential supporter with the fundraising organization.
26. (Original) The apparatus of claim 17, further comprising the step of providing a computer network-based searchable database, wherein the at least one potential supporter can search the database for the home page associated with a particular fundraising organization.
27. (Original) The apparatus of claim 17, further comprising the step of providing an electronic mailbox for each of at least one participant.
28. (Original) The apparatus of claim 17, further comprising the step of providing a password-protected user interface that is accessible only to a campaign manager from the fundraising organization.
29. (Original) The apparatus of claim 28, wherein the password-protected user interface contains at least one fact about the at least one type of product that has been sold by at least one participant.
30. (Original) The apparatus of claim 17, further comprising the step of providing at least one reward incentive for at least one participant.
31. (Original) The apparatus of claim 17, further comprising the step of encouraging the at least one potential supporter to send at least one solicitation message to at least one other potential supporter.

32. (Previously Presented) An apparatus for creating a computer network-based fundraising campaign for a fundraising organization, comprising:

a memory, the memory adapted to store a program code; and

a processor in communication with the memory, the program code capable of programming the processor to perform a method for creating a computer network-based fundraising campaign for a fundraising organization, the method comprising the steps of:

creating a home page on a computer network for the fundraising organization based on a previous home page from a previous fundraising campaign;

retrieving a list of at least one potential supporter from a database, wherein the at least one potential supporter is associated with the fundraising organization;

sending at least one solicitation message to the at least one potential supporter; and

providing a transactional user interface through which the at least one potential supporter can support the fundraising organization.

33. (Previously Presented) A method for conducting a fundraising campaign over a wide-area network, comprising the steps of:

hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

contacting third parties via electronic messages soliciting charitable donations; and

providing one or more reports, on the website, including information on the status of the fundraising campaign.

34. (Previously Presented) The method as recited in claim 33, further comprising the step of receiving a charitable donation from the third parties via the website.

35. (Cancelled)

36. (Previously Presented) The method as recited in claim 33, further comprising the step of providing information, in the reports, about the third parties that have been contacted via electronic messages.

37. (Previously Presented) The method as recited in claim 33, further comprising the step of providing, in the reports, a real time status of the fundraising campaign, and wherein the real time status provides a convenient means for tracking the progress of the campaign.

38.-39. (Cancelled)

40. (Previously Presented) The method as recited in claim 33, wherein the fundraising campaign includes an athletic event.

41. (Previously Presented) The method as recited in claim 33, wherein the fundraising campaign includes a gala event.

42. (Previously Presented) The method as recited in claim 33, wherein the fundraising campaign includes a networking event.

43. (Previously Presented) The method as recited in claim 33, wherein the fundraising campaign includes a sell-a-thon where magazines or other items are sold for the benefit of the fundraising campaign.

44. (Previously Presented) The method as recited in claim 33, wherein the fundraising campaign includes a competition without another event.

45. (Previously Presented) The method as recited in claim 33, further comprising the step of providing a personalized donation page for a solicitor.

46. (Previously Presented) The method as recited in claim 45, wherein the electronic messages include a link to the personalized donation page.

47. (Previously Presented) The method as recited in claim 45, wherein the personalized donation page is incorporated into the website of an organization or person conducting the fundraising campaign.

48. (Previously Presented) The method as recited in claim 33, wherein the report includes tax related information.

49. (Previously Presented) The method as recited in claim 33, wherein the wide-area network is the Internet.

50. (Previously Presented) The method as recited in claim 33, wherein the organization is a charitable organization.

51. (Previously Presented) The method as recited in claim 33, wherein the organization is a political action committee.

52. (Previously Presented) The method as recited in claim 33, wherein the organization is a political organization.

53. (Previously Presented) The method as recited in claim 33, wherein a person conducts the fundraising campaign.

54. (Previously Presented) A system for conducting a fundraising campaign over a wide-area network, comprising:

a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

means for contacting third parties via electronic messages soliciting charitable donations; and

one or more reports on the website including information on the status of the fundraising campaign.

55. (Previously Presented) The system as recited in claim 54, further comprising means for making a charitable donation on the website.

56. (Cancelled)

57. (Previously Presented) The system as recited in claim 54, wherein reports include information about the third parties that have been contacted via the email messages.

58. (Previously Presented) The system as recited in claim 54, wherein the reports include real time status of the fundraising campaign, and wherein the real time status provides a convenient means for tracking the progress of the campaign.

59.-60. (Cancelled)

61. (Previously Presented) The system as recited in claim 54, wherein the fundraising campaign includes an athletic event.

62. (Previously Presented) The system as recited in claim 54, wherein the fundraising campaign includes a gala event.

63. (Previously Presented) The system as recited in claim 54, wherein the fundraising campaign includes a networking event.

64. (Previously Presented) The system as recited in claim 54, wherein the fundraising campaign includes an event where magazines or other items are sold for the benefit of the fundraising campaign.
65. (Previously Presented) The system as recited in claim 54, wherein the fundraising campaign includes a competition without any other event.
66. (Previously Presented) The system as recited in claim 54, further comprising a personalized donation page for a solicitor.
67. (Previously Presented) The system as recited in claim 66, wherein the electronic messages include a link to the personalized donation page.
68. (Previously Presented) The system as recited in claim 67, wherein the personalized donation page is incorporated into a web page of an organization conducting the fundraising campaign.
69. (Previously Presented) The system as recited in claim 54, wherein the report includes tax related information.
70. (Previously Presented) The system as recited in claim 54, wherein the organization is a charitable organization.
71. (Previously Presented) The system as recited in claim 54, wherein the organization is a political organization.
72. (Previously Presented) The system as recited in claim 54, wherein the fundraising campaign is conducted by a person.
73. (Previously Presented) A method for hosting a web-based fundraising system over a wide-area network, comprising the steps of: hosting a website including a plurality of linked web pages, the website soliciting potential donors to make a charitable contribution to a fundraising campaign; contacting third parties via electronic messages soliciting charitable donations; and providing one or more reports, on the website, including information on the status of the fundraising campaign.
74. (Previously Presented) A computer program product including a program code embodied in a storage medium for carrying out the method steps for conducting a fundraising



campaign by an organization over a wide-area network, the method comprising the steps of: registering, by the donors, on the website; contacting third parties via electronic messages soliciting charitable donations; and providing one or more reports, on the website, including information on the status of the fundraising campaign.

75. (Previously Presented) A method for conducting a fundraising campaign by an organization over a wide-area network, comprising the steps of: hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign; generating a personalized donation web page for a solicitor; generating a link to the personalized web page; contacting third parties via electronic messages soliciting charitable donations, the electronic messages having the link to the personalized donation web page such that the third party may receive the electronic message and reach the personalized donation web page using the link.

76. (Previously Presented) A system for conducting a fundraising campaign by an organization over a wide-area network, comprising: a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign; one or more personalized donation web pages for a solicitor; one or more links to the personalized donation web pages; means for contacting third parties via electronic messages soliciting charitable donations, the electronic messages having the links to the personalized donation web pages; and means for reaching the personalized donation web page using the link.

77. (Currently Amended) A method for conducting a fundraising campaign by an organization over a wide-area network, comprising the steps of:

hosting a website including a plurality of linked web pages, the website providing information about the fundraising campaign and soliciting potential donors to make a charitable contribution to the fundraising campaign;

providing a link to a personal donation page in one or more electronic messages to third parties from a solicitor registered on the website, the personal donation page having a campaign goal and the name of the solicitor; and

receiving a charitable contribution to the fundraising campaign via the wide area network from the donor.